

Idaho Millennium Fund Application

I. Executive Summary:

Date: October 8, 2008

Contact Person: Neva Santos, Executive Director

Organization: Idaho Academy of Family Physicians

Telephone: (208) 323-1156

Fax: (208) 323-9661

Email: Idahoafp@aol.com

Purpose of the Funding Request: To secure funding to support the Idaho *Tar Wars* program, a National tobacco-free education program for 5th grade students. The funds will help maintain and expand the presence of *Tar Wars* in Idaho and increase the influence of the tobacco-free message on the youth of Idaho.

Number of individuals, geographic area, and target population benefiting from this proposal: The primary population for this program is 5th grade students in elementary schools throughout Idaho. The Idaho *Tar Wars* program has provided information and instruction to over 8,000 elementary students each year for the past 10 years. The attached map indicates the schools and communities benefiting from the *Tar Wars* program.

Total project budget: 91,150.00

Total dollar amount requested: 70,000.00

II. Proposal:

A. Organizational Background:

1. Organization's history:

The Idaho Academy of Family Physicians (IAFP) was founded in 1948 and is an affiliate of the American Academy of Family Physicians. The mission of the IAFP is to:

Promote access to high quality primary care for Idaho citizens

Support the initiatives that improve the health of Idaho citizens

Support continuing medical education of members throughout Idaho

Provide timely political and professional information to members on issues affecting Idaho family physicians

Support graduate medical education in Idaho

Enhance the image and stature of family medicine among Idaho citizens

Represent the specialty of family medicine to professional organizations at state and national levels

Advocate on behalf of the IAFP and members with governmental organizations

Support members' efforts to attain and maintain appropriate privileging and reimbursement for professional services

The mission of the American Academy of Family Physicians is *to improve the health of patients, families, and communities by serving the needs of members with professionalism and creativity.*

2. **Current Programs:** The IAFP has coordinated the *Tar Wars* program for the past 17 years and has expanded the program from a handful of schools to more than 140 schools per year. The IAFP also coordinates programs to support family medicine and primary care. The programs currently directed by the IAFP include: the Idaho premed shadow program for premed students at Idaho universities, continuing medical education for primary care providers, workforce recruitment efforts for family medicine openings throughout Idaho, and recruiting medical students to choose family medicine as their specialty.

3. **Board of Directors:** The IAFP is governed by a board of directors consisting of family physicians throughout Idaho. Their guidance, from all parts of Idaho, gives a good sense of the needs in their specific areas of the state. On the board of directors of the IAFP include:

President:	Keith Davis, MD – Shoshone, Idaho
Vice President:	Eric Maier, MD – Boise, Idaho
Past President:	David Schmitz, MD – Boise, Idaho
Treasurer:	Suzanne Allen, MD – Boise, Idaho
Board Members:	Sam Summers, MD – Caldwell, Idaho
	Haley Minnehan, MD – Cottonwood, Idaho
	Clay Campbell, MD – Montpelier, Idaho
	Mary Barinaga, MD – Worley, Idaho
	Mikael Bedell, MD – Cascade, Idaho
	Gary Soucie, MD – Blackfoot, Idaho
	Scott Dunn, MD – Sandpoint, Idaho
Resident Members:	John Brosa, MD – Boise, Idaho
	Austin Gillette, MD – Pocatello
Delegates:	William Woodhouse, MD – Pocatello, Idaho
	Barry Bennett, MD – Idaho Falls, Idaho

Michelle Gardner, MD – Caldwell, Idaho

Staff Member: Neva Santos, Executive Director, Boise, Idaho

Contract Staff: Peggy Drzayich, *Tar Wars* Coordinator, Eagle, Idaho

4. **Current Budget:** Details are included in the budget Excel worksheet and the attached comprehensive budget and explanation.

5. **Funding Sources:** Include the Department of Health and Welfare and the Department of Education, Safe and Drug Free Schools Program, the Idaho Academy of Family Physicians and donations provided by sponsorship and supporters of the *Tar Wars* program and calendar project. If the funds were secured through this request, funds would not be solicited from the Department of Health and Welfare or the Department of Education.

B. Purpose of Request: Goals and Outcomes:

1. The goal of the funding request is to increase the presence of *Tar Wars* in Idaho and increase the impact of the tobacco-free program on the youth of Idaho. We work in collaboration with healthcare providers and school programs to promote a healthy lifestyle. *Tar Wars* is unique because it is the only tobacco-free education program delivered by family physicians and healthcare providers in Idaho schools. Eighty-two percent of daily smokers begin smoking before the age of 18. Research has proven that school-based prevention programs are one of the most effective strategies available to reduce the prevalence of youth smoking.

2. Numerous studies indicate that a family physician or healthcare provider is an important element in educating the public on harmful lifestyles. As indicated in a report by Dr. Satcher, former Surgeon General of the United States, programs with proven strategies should be supported. *Tar Wars* and other school-focused programs have shown an impact on children and their decision to begin or not to begin using tobacco products. *Studies have also shown that family physicians can directly contribute to reducing the rate of youth that begin smoking by simply increasing prevention efforts and providing advice.* (CDC. Preventing tobacco use among young people: report of the Surgeon General. Atlanta, Georgia: US Department of Health and Human Services, Public Health Service, CDC, National Center for Chronic Disease Prevention and Health Promotion, office on Smoking and Health, 1994.)

3. This is the 17th year *Tar Wars* has been presented in Idaho and the 10th year of the Idaho *Tar Wars* Calendar has been produced. Last year, Idaho family physicians and other healthcare providers spread the *Tar Wars* tobacco-free message to over 8000 Idaho students. The success of the calendar has helped strengthen the program in Idaho and creates enthusiasm within the schools and the healthcare community. The calendar also reaches teachers and healthcare providers in other states, helping promote the tobacco-free efforts in Idaho. The 2008 calendar was given to all calendar sponsors, the Governor, all Idaho legislators and congressmen, all IAFP members, volunteers and each classroom participating in the program.

4. The implementation of the Idaho *Tar Wars* calendar has helped increase the awareness of the tobacco efforts in Idaho. The project is expected to continue to increase the involvement of schools and healthcare providers in the *Tar Wars* program. Since the implementation of the Idaho *Tar Wars* Calendar the involvement of Idaho schools and volunteer presenters has increased an average of 14% over the past 10 years.

a. **Short-term objectives:** Enhance the impact of the *Tar Wars* program by increasing the number of presentations in Idaho schools and help decrease the number of students who choose to use tobacco products. The funding will allow more opportunity to enlist additional healthcare professionals to become involved in the *Tar Wars* program in Idaho. The *Tar Wars* presenters will also help promote tobacco-use prevention activities from kindergarten through 12th grade by their involvement in school activities in their community.

b. **Long-term objectives:** Increase the number of students who become peer advocates against tobacco use. Decrease the impact of tobacco related disease on Idaho citizens.

C. **Organizational Capacity:**

1. The IAFP's Strategic Plan includes the *Tar Wars* program as a major component of advocacy and service to the members of the organization. The *Tar Wars* program has been a part of the IAFP for 17 years and has grown significantly over that period of time. In order for the program to grow, the IAFP requests additional funding from the Millennium Fund. In the past, the IAFP has sought funding from the Department of Health and Welfare and the Department of Education and sponsors and supporter to fulfill the goals of the *Tar Wars* program. With cutbacks and reductions in budgets, the Department of Education was forced to cut the *Tar Wars* budget.

The IAFP is uniquely positioned to provide the *Tar Wars* program because of our relationships with our family physician members. We continue to create relationships with other healthcare providers (ie dentists, nurses, nurse practitioners, physician assistants and others) to expand and improve the program delivery. The involvement of additional healthcare professionals has allowed the *Tar Wars* program to be delivered in remote areas of the state that would not otherwise receive the benefit of this valuable program.

2. The IAFP works with the American Lung Association (ALA), the American Cancer Society and the American Heart Association on other health related initiatives. Currently, the IAFP and the ALA work in collaboration to provide a comprehensive approach to tobacco education. The IAFP *Tar Wars* program and the ALA TATU programs work as comprehensive education programs with broad resources for students and teachers. Many of the segments of the *Tar Wars* and TATU programs accomplish many of the Department of Education, Health Standards, such as healthy lifestyles, risk-taking behavior, consumer health and mental and emotional wellness.

3. The coordinator recruits healthcare providers in communities throughout the state and provides the easy program guide for them to follow. Each *Tar Wars* presenter is supervised by the classroom teacher and evaluated on their effectiveness after the presentation.

D. Process:

1. Tasks and Timetable:

TAR WARS COORDINATOR WORK PLAN		
Timetable	Task Description	Notes
July	Develop mailing list	Compile mailing list of physicians, dentists, other presenters – work with IAFP, Dental Association, & other lists - determine numbers of mailings
Continuous	Input school & physician participation years, update curriculum	
July	Create updated letter for physicians/schools and have printed.	Determine cut off dates for sending info back
August	Mail Letters to or contact and solicit presenters	
End of August/Early September	Contact Schools	Send letter to or contact schools shortly after school starts
August/September	Input data as received from physicians and schools	Create data base for current year
September/October	Match schools and presenters and send letters	Include evaluation forms
November	Print calendar	Complete calendar proof and print
December	Send calendars to artists	
December	Send Calendars	Send calendars to presenters, volunteers, sponsors, schools receive 1 for each classroom participating in Tar Wars, legislators, Governor, Lieutenant Gov and anyone else.
January-March	Poster receipt	Posters received from schools for State Contest
March	State Poster Contest deadline	Schedule location and judges, compile reports from evaluations.
April	Poster Contest	Contact winning school and artist, parents-phone calls, send back-up letter to verify phone calls.
April	Poster Contests follow-up	Send t-shirts, certificates and prizes to all participants
April	Photograph posters for calendar, plan layout and arrange for printing	Photographer takes photos, Designer begins working on calendar, Dairy Council helps with snack tips, tobacco facts from internet, fitness fun from internet or wherever, holidays, etc. from school book of dates or internet.
May	Send winning poster to National office	
June	Confirm travel arrangements and	Contact state poster contest winner's parents to confirm travel arrangements and answer questions

TAR WARS COORDINATOR WORK PLAN		
Timetable	Task Description	Notes
	reservations for National Conf.	
July	National Poster Contest and Coordinators Conf.	Help family with any last minute travel and logistics arrangements

2. *Tar Wars* uses community leaders and healthcare providers to deliver the program in their local schools. This unique partnership allows healthcare providers to join local educators on preventing a serious health problem. The *Tar Wars* Lesson Plan consists of a pre-activity exercise, a classroom presentation, and a follow-up poster contest. During the classroom presentation, students will engage in a series of six interactive activities designed to:

- increase their knowledge of the short-term effects and image-based consequences of tobacco use,
- illustrate the costs of using tobacco and ways they could better spend their money,
- help them identify reasons why people use tobacco, and
- prompt them to think critically about tobacco advertising and how the tobacco industry markets their products to youth.

The poster contest activity provides students an opportunity to express their creativity while reinforcing the *Tar Wars* message learned during the presentation.

E. Evaluation Plan:

1. Presenters and educators provide the *Tar Wars* staff with evaluations of the overall impact of the program on the students. Students are also invited to participate in an evaluation of the program. The evaluations help identify effective and high-quality presenters along with the satisfaction of the program's ability to meet several of the Department of Education's standards for fifth grade students.

2. The Idaho *Tar Wars* program gathers information from a survey from sixth, seventh and eighth grade students who participated in *Tar Wars* while in fifth grade. The information is measured against the results of a random group of students that may or may not have received the *Tar Wars* program. In the survey, students are asked about their attitudes concerning tobacco use. The data from the survey show that the students involved in the *Tar Wars* program have a significant aversion to tobacco products and the effect tobacco has on them versus the random students' attitudes when asked the same questions.

3. Data from the survey: Below are four of the twelve questions and some of the statistics assembled from the initial survey. There have been two rounds of

surveys performed over the past six years with the data reflecting the same attitude about tobacco use in each of the surveys.

1. Do you think that school anti-tobacco programs help teach kids the dangers of using tobacco?		
	Tar Wars Group	Random Group
<u>Answer</u>	<u>Percent (count)</u>	<u>Percent (count)</u>
Yes	93% (61)	58% (14)
No	0% (0)	13% (3)
Don't Know	7% (5)	29% (7)
Total	100% (67)	100% (24)
2. What do you think about using tobacco?		
	Tar Wars Group	Random Group
<u>Answer</u>	<u>Percent (count)</u>	<u>Percent (count)</u>
I don't like it and stay away from it	87% (58)	42% (10)
I don't care if people use tobacco; it is their choice	1% (1)	33% (8)
It doesn't bother me, I really don't think about it	3% (2)	0% (0)
I don't care if people use tobacco, but I try to stay away from it	9% (6)	21% (5)
Total	100% (67)	96% (23)
3. If one of your friends started smoking, would you ask them to stop?		
	Tar Wars Group	Random Group
<u>Answer</u>	<u>Percent (count)</u>	<u>Percent (count)</u>

Yes, definitely	70% (47)	54% (13)
Probably not	0% (0)	21% (5)
I don't know	6% (4)	4% (1)
Yes, probably	23% (15)	21% (5)
Definitely not	1% (1)	0% (0)
Total	100% (67)	100% (24)
4. How do you react when people smoke around you?		
	Tar Wars Group	Random Group
<u>Answer</u>	<u>Percent (count)</u>	<u>Percent (count)</u>
I leave the room	42% (28)	25% (6)
I stay in the room and say nothing to the person smoking	16% (11)	33% (8)
I ask the person smoking to please stop	12% (8)	4% (1)
I walk to the other side of the room and say nothing	19% (13)	13% (3)
I am never in the room with a smoker	10% (7)	25% (6)
Total	100% (67)	100% (24)

F. Sustainability:

Tar Wars has been a community partner in tobacco-free education for the past 17 years. The growth of interest for the program from the schools and the presenters helps *Tar Wars* maintain a secure and viable program. The partnerships developed through the *Tar Wars* program has helped cultivate and nurture the program, providing the ability to reach over 8000 students per year. The affiliation with the program has helped foster relationships within communities stretching beyond tobacco education to other healthcare issues facing Idahoans. Healthcare providers are asked to present educational topics on dental health, obesity and a

variety of other important issues. *Tar Wars* has been sustained over the past 17 years due to the interest of educators and community leaders to become involved in this major healthcare concern.

III. Budget

Current Request: \$70,000

Overall Budget: \$91,150

Tar Wars

PARTICIPATING COMMUNITIES

The map shows the following communities participating in the project:

- Bonnars Ferry
- Moyie Springs
- Naples
- Kootenai
- Sandpoint
- Sagle
- Hope
- Cocolalla
- Spirit Lake
- Rathdrum
- Athol
- Post Falls
- Pinehurst
- Coeur d'Alene
- Kellogg
- Osburn
- Worlev
- Mulan
- Wallace
- Plummer
- Upriver
- St. Maries
- Avery
- Potlatch
- Deary
- Juliaetta
- Trov
- Genessee
- Moscow
- Lenore
- Lewiston
- Orofino
- Pierce
- Lapwai/Culdesac
- Nezperce
- Weippe
- Craigmont
- Kamiah
- Kooskia
- Cottonwood
- Grangeville
- Riggins
- New Meadows
- McCall
- Donnelly
- Council
- Midvale
- Weiser
- Pavette
- Garden Valley
- Parma
- New Plymouth
- Ola
- Emmett
- Sweet
- Notus
- Eagle
- Caldwell
- Nampa
- Boise
- Meridian
- Marsing
- Kuna
- Melba
- Glenns Ferry
- Hagerman
- Gooding
- Twin Falls
- Murtaugh
- Kimberly
- Filer
- Hansen
- Lava Hot Springs
- Albion
- Montpelier
- Soda Springs
- Bancroft
- Inkom
- Pocatello
- Chubbuck
- Pingree
- Dietrich
- Jerome
- Hazelton
- Arco
- Mackay
- Idaho Falls
- Menan
- Hamer
- Roberts
- Osborn
- Driggs
- Ririe
- Shelley
- Blackfoot
- Salmon
- Leanore